

Figure 2

Step One:
from point 10 to 12



14

Step Three:
from point 14 to 10

12

Step Two:
from point 12 to 14

eMeme
Alpha

α

This is the "rule" on which
a particular cognition is
held, the "point" that
establishes veracity to
consciousness

Figure 3

eMeme
Gamma

γ

This is the "process" on
which a particular action is
felt, the "pull/attract" that
creates nurture and
comfort to consciousness

eMeme
Delta

δ

This is the "process" on
which a particular action is
taken, the "push/attack"
that creates protection
and skill strength to
consciousness

eMeme
Theta

θ

This is the "theory" on
which a particular
cognition is held, the
"point" that establishes
value to consciousness

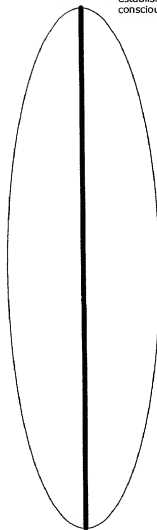


Figure 4

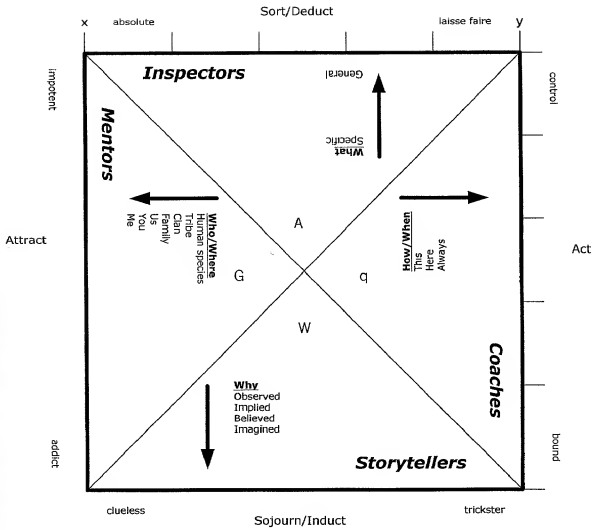


Figure 5

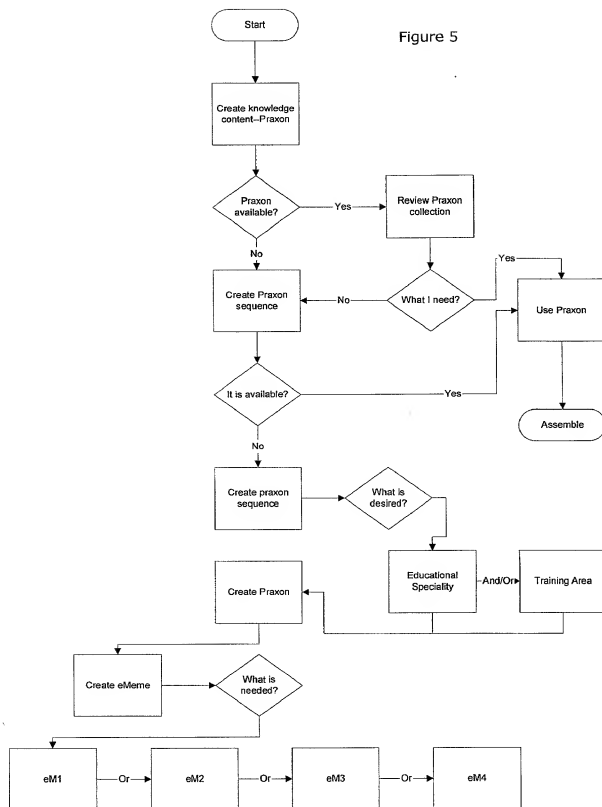


Figure 6

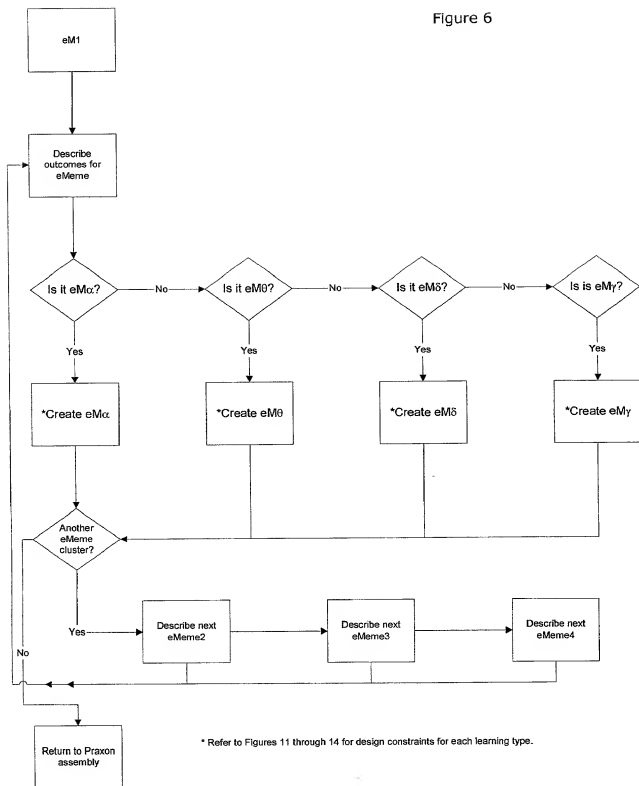


Figure 7

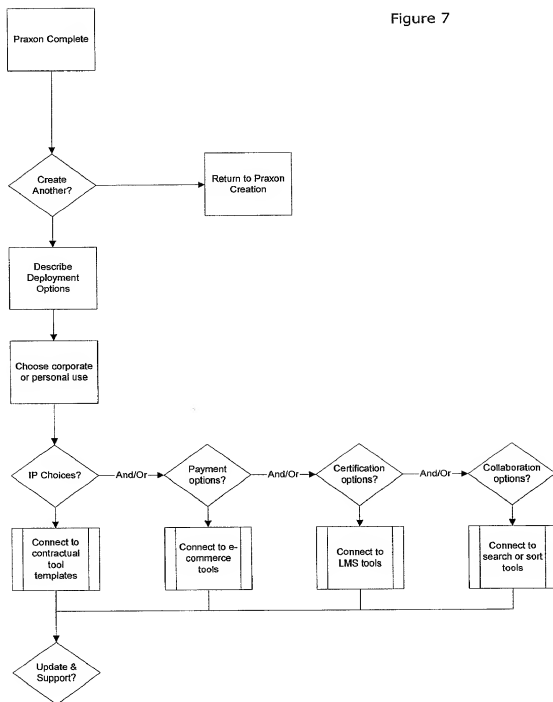


Figure 8

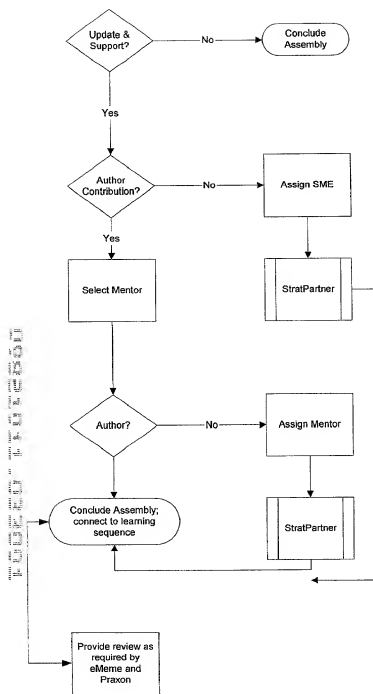


Figure 9

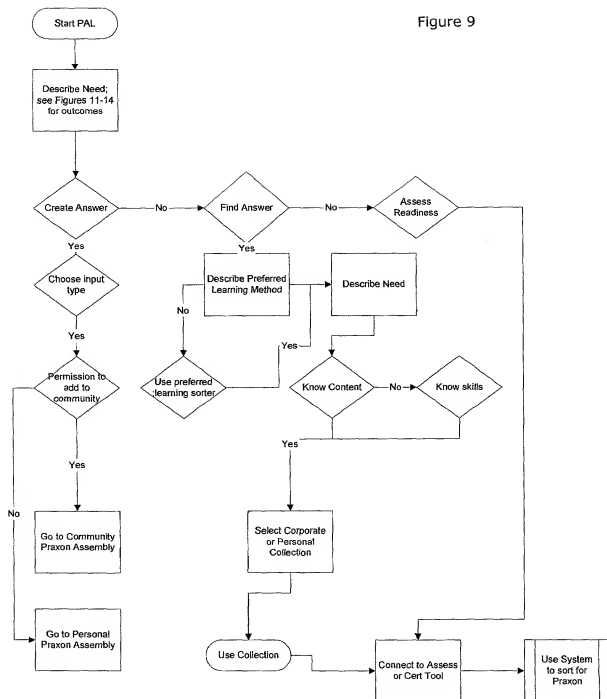


Figure 10

eMeme Type	Topic or eM1	Example or eM2	Exercise or eM3	Outcome or eM4	Archetype or Goal
Alpha	Fact	Case study	Rule sort	Wise	Leader or system
Theta	Vision	Parable	Adventure	Insightful	Visionary or purpose
Delta	Skill	"War story"	Contest	Excellent	Coach or protection
Gamma	Value	Testimony	Group Discussion	Important	Mentor or community
Preferred Media	HTML	Flash	Director	Flash with LMS	CRM system

Figure 11

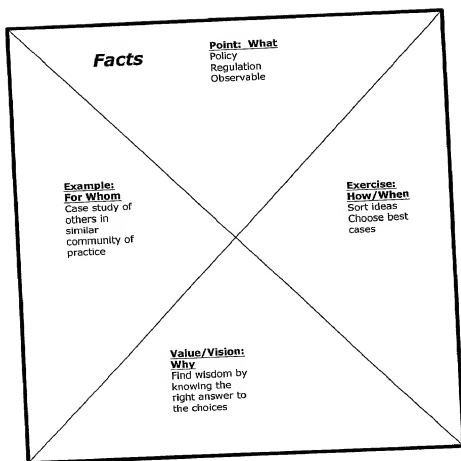


Figure 12

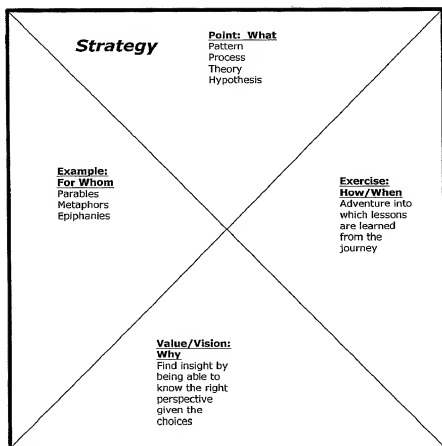


Figure 13

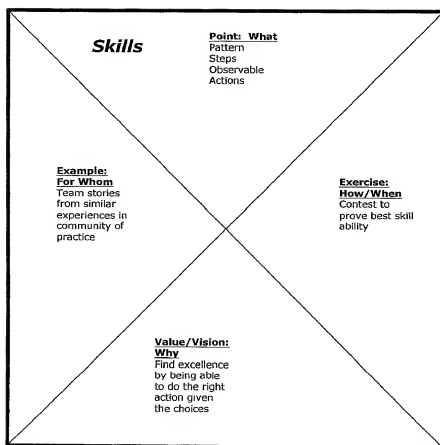


Figure 14

